

SIGNAL OF WARNING
IS VEXING PROBLEM

Secretary of State May Hopes
for Revision of Present
Regulations.

DANGER AT CROSSROADS

Loud Horns Disturb Quiet, Yet
Safety Demands
Them.

By MITCHELL MAY,
Secretary of State.

The question of the motor horn, horn, siren and road clearer is one which is likely to vex both the motorists and the world for some time to come. Much has been heard of late about the vexing of these signals and we may fairly hope that revision of the existing regulations will soon put an end to the vexing of these signals.

In the event of an accident, however, one of the first questions asked is: "Did you sound your horn?" And a negative reply may be considered always to produce an impression unfavorable to the driver. Accordingly numbers of motorists sound warning on approaching every crossroad and every sharp bend in addition to making other more obvious safety devices. Since the law makes it compulsory to carry some signaling device, the mere fact that signaling or not is allowed to prejudice the case has practically made signaling compulsory at every crossroad and at the passing of every pedestrian, who may be expected to step by chance from the curb to the roadway.

A number of motorists carry a musically toned instrument, sometimes alone and sometimes in addition to a raucous road clearer. Others satisfy themselves with a horn. The increasing demand for the road clearer is unfortunately due to the difficulty of proving many accidents caused before the court that the driver did, in fact, sound any milder instrument. Since a horn is a kind of noise-making device, it is not surprising that it is not always clear to the pedestrian that it is a horn. It is not surprising that it is not always clear to the pedestrian that it is a horn. It is not surprising that it is not always clear to the pedestrian that it is a horn.

The loud noise being thus necessary a direction in which improvement might be effected is that of making it more harmonious. The principle of the gramophone or the automobile is already in use, the loudness which is obtained from the instruments without increasing the volume of sound. The principle of the gramophone or the automobile is already in use, the loudness which is obtained from the instruments without increasing the volume of sound. The principle of the gramophone or the automobile is already in use, the loudness which is obtained from the instruments without increasing the volume of sound.

In cities the rule should be not only to keep not only to the right of the middle line as in the country, but also to the extreme right of the available road space. The country rule would have the effect of keeping the road clear for the cars which are coming and those which are going would not run on the same tracks, and the effect of the city rule would be that all slow moving vehicles would be found close to the curb, while the fast ones permanently moved nearer to the middle of the road. To the great advantage of foot passengers, and above all with a great increase in the safety of the road and the speed of travel.

APPROVES MEDIUM SIZE.
That Type of Car Is Best for All
Round Work.

It is said that automobile touring is less popular than formerly. Physical and nervous strain from long rides, tire trouble and heavy expense are given as the reasons. This is a pity, for the pleasure and most healthful way to travel is in the open air, says Glenn A. Tisdale, Franklin dealer here.

"Long distance traveling by automobile is to be successful must be accomplished without fatigue and without unreasonable cost or annoying tire trouble. This is entirely feasible, as cars 200 and even 300 miles a day without tiring the driver or passengers are often made today.

The car to own is an easy riding car of medium size, whether used for long distance traveling, short trips or city work. The expense is less and the pleasure is greater.

C. T. Silver a Busy Man.
When C. T. Silver sold the last of the 1914 Overland cars, he did not realize that he was selling the last of the 1914 Overland cars.

Alfred Now Officer of Bosch Co.
A. H. D. Alfred has been made vice-president of the Bosch Magneto Company. Mr. Alfred formerly was in charge of the Bosch branch at Chicago, which has now been supervised by F. D. Norman.

NEW LINES ARE FOUND IN 1915 WESTCOTT.

The Westcott Thirty which is now being shown on Automobile Row has many new features for 1915 which are finding popular favor.

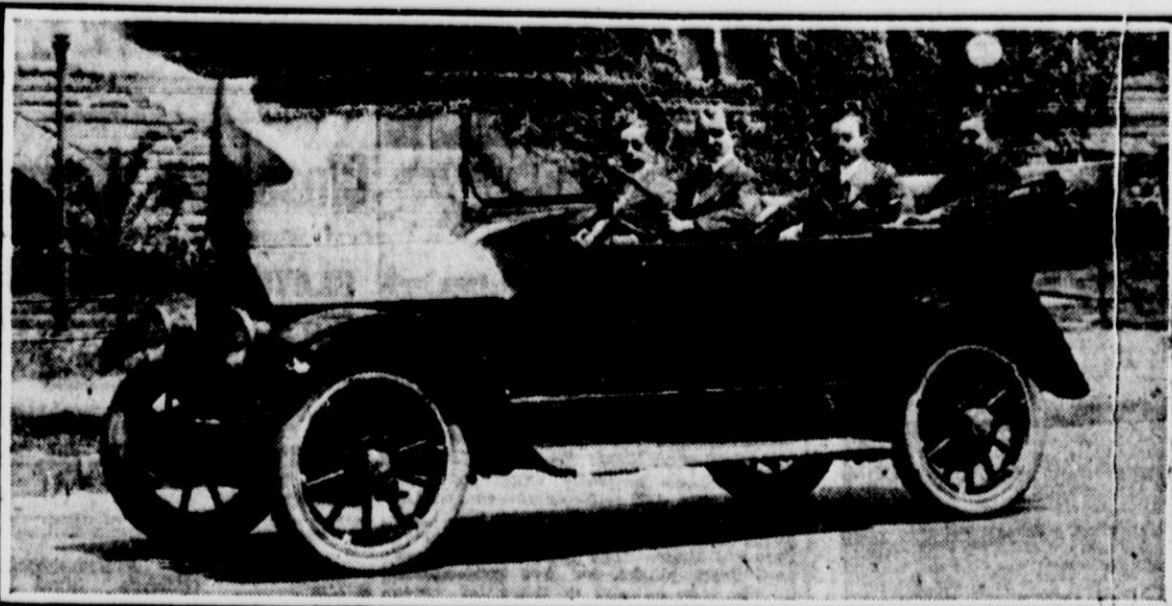
1915 which are finding popular favor.

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ONE OF THE NEWEST ARRIVALS ON THE ROW



The new Cole Light Six is now being shown by the Colt-Stratton Company. The car has a new European type of high speed motor with small piston displacement.

GALVESTON BEACH MEET
TO BE HELD THIS WEEK

Season's Only Beach Event Is
to Have Four Days
of Racing.

Galveston Beach, Tex., is to be the scene of the next automobile speed carnival, which commences July 30 and continues for four days on July 31, August 1 and 2. Yesterday Fred J. Wagner, who is to start the races, left Chicago for Galveston with Tim F. E. Edwards and some of the drivers. Most of the speed men are at the course at present tuning up their mounts.

This annual Texas carnival has attracted wide attention throughout the Southwest during recent years, and it is expected that the attendance this season will break all records. The beach already has been tried by several of the drivers, and it is reported to be remarkably hard and fast. The prospects of speed records for the beach being broken are bright.

MERCERS FOR ELGIN.

Wishart and Pullen Are to Guide
Speedy Machines.

Two Mercer cars are to be entered in the Elgin, Ill., road race scheduled for Aug. 21 and 22. Spencer E. Wishart, the popular Mercer pilot now spending his honeymoon in Europe, will return to this country in ample time to tune up one of the Mercers for the Elgin meet, and Edward Pullen, the driver of the winning Grand Prize Mercer, is now on his way back from the Pacific coast and will get the second car. Wishart's car is the same one he drove into second place at the recent Sioux City meet at an average speed of 78.3 miles an hour and has a piston displacement of 445 cubic inches.

PREDICTS COLLEGE RACING.

Motor Contests for Intercollegiate
Sport Is Coming, Says Boyle.

A poll of the various universities, it is said, shows the surprising figure of one motor car to every twenty-two students. Practically every fraternity at every big college or university has a battery of motor cars. So far there have been no intercollegiate or intercollegiate races, but Tom Boyle, assistant sales manager of the F. B. Stearns Company, Cleveland, Ohio, predicts that five years time will see such events securely fastened in the roster of college sports.

"Then we will see real racing," Boyle declares. "It may not be as fast as the Memorial Day classic at Indianapolis, but it will be more exciting and interesting, for the racers will be goaded on by a spirit of sport rather than by a purse of gold."

That college students are already leaning toward motor car racing is apparent by the kind of cars they are insisting upon. During the past week two college men in different parts of the country have received six cylinder Stearns-Knight cars which were chassis stripped and bucket seated, to appear like racers.

WINDOW DISPLAYS ASSIST.

Invaluable as Supplement to Newspaper Advertising.

"Windows are regarded as most valuable selling assets by every class of merchant," says Charles L. Speed, expert window decorator of the Goodyear Tire and Rubber Company, who has been making window arrangements of Goodyear tires and accessories for car and tire dealers all over the country. To supplement a campaign in local newspapers they are most desirable, he declares. "They are as important in the automobile industry as to the department store or anywhere else. Some dealers, of course, haven't realized what they were losing by neglecting their windows, but recently there has been a great awakening. I know one man on Automobile Row who was converted by the mere accident. On an anniversary his friends sent him a magnificent bunch of American Beauty roses. He put them in his window, and such crowds were stopped by their beauty and color (and to comment on the next year's model automobile in the background) that his friend vowed on the spot never to have his window bare from that day forth.

"Display alone is not sufficient. The merchandise must be fresh, clean and inviting, neatly arranged. And merchandise should be demonstrated in window display to make it pull its hardest. Don't show merely the box if it is a window display of inner tubes or tire accessories. Show the contents clearly, and back of the contents place the box to show how the outfit comes packed."

KNOWS JUST WHAT HIS
CAR COSTS HIM TO RUN

A Wisconsin Lawyer Spends
About 10 Cents Mile, All
Charges on His Kissel-Kar.

The rare case of a car owner knowing exactly what his machine has cost him to run is that of Chauncey E. Blake, a lawyer of Madison, Wis., who makes an accurate return to the Kissel-Kar factory. "I purchased one of your 1912 factories, No. 7105, in December, 1911, and put the car in service in March, 1912," he writes. "In 1912 my mileage was 5,125.8 miles, in 1913 3,740 miles, a total of 8,865.8 miles. This is exact. The car has been in continuous use in all kinds of service, that is, cross-country driving and shopping and doing errands about the city, and in all seasons.

"Since it started in service this car has cost just under 24-10 cents a mile for gasoline, this being the average under favorable and unfavorable conditions, touring or doing shopping with the car standing at the curb and the engine running free.

"The cost of oil and lubricants has been 24-10 of a cent a mile. The cost of tires has been 48-10 cents a mile, and this cost has been increased by reason of accident and faulty tires. I am now figuring on about 4,200 miles a casing.

"The cost of repairs, exclusive of time, has been \$24.25, of which \$27.25 was expended for a coat of varnish. Insurance has cost me \$37.50, license \$10, lighting, such as gas tanks, new lava tips, signal oil for lamp, etc., \$14.70; electricity \$6, incidentals, such as anti-freeze, rubber tubing, subscription to the lake to river highway, motor magazine, etc., \$26.70.

"The total charges for time against the car aggregate \$144.74. This includes washing, delivery and occasionally a driver.

"The car is now having its first general overhauling and on its being torn down completely I was surprised to find that the bearings, gears and all working parts showed absolutely no wear. When this car is reassembled I propose to have it painted and having accident it looks good to me for 200,000 miles. Its figures come to about 10 cents a mile.

Contractors Want Dumping Trucks.

Success of the high grade motor truck in cutting hauling costs for contractors in the past year or two has been so striking as to affect seriously the ability of the contractor who does not use trucks to meet the figures of his more progressive competitor. This is especially the case where a large amount of excavation is to be done under circumstances where it is possible to use a steam shovel and motor trucks, and also upon contracts where large amounts of gravel, sand and other building material must be moved. For instance, figures supplied by a large number of contractors who use Peerless motor trucks show that the installation of the trucks with dumping bodies and often with trailers have cut hauling costs for them to the extent of \$30 to \$50 a day per truck.

BIG INCREASE IN CAR
AND PARTS EXPORTS

Statistics Reveal a Gain of
\$1,326,000 Over Figures
of Last Year.

Marked increase in exports of American automobiles and parts is shown in figures for the eleven months compiled up to May 31, 1914, at the National Automobile Chamber of Commerce. For the eleven months period exports were \$1,326,000 greater than those of the corresponding period a year ago and \$5,829,000 ahead of two years ago. This record for the month of May alone shows a slight falling off of \$18,000 from May, 1913, although 230 more vehicles were shipped abroad in that month this year.

The government figures just issued show \$255 cars exported in May, worth \$284,625, 452 automobiles engines valued at \$256,065, tires worth \$26,726 and other parts and accessories valued at \$69,000, altogether making an aggregate of \$4,209,416 for the month. During the corresponding period of last year, exports of 27,014 cars, worth \$24,582,455, as compared with 23,132 cars, valued at \$23,821,782, in eleven months a year ago, showing an increase in both number and value.

In two years the value of automobile imports has fallen off more than \$1,000,000 in the eleven months period. While the apparent number of complete cars, as compared with the corresponding period in 1911-12 to 278 in 1913-14, the imports of "parts" has nearly tripled—from \$283,756 to \$715,314, indicating that a considerable number of cars may now be coming in from Europe in knocked down condition listed as parts.

AXAX TIRES ON AEROPLANES.

Army and Navy Aviators Used Them
In Operations at Vera Cruz.

When the United States naval and military forces occupied Vera Cruz during the recent trouble in Mexico, one arm of the service heretofore not so well known stood out prominently and made its mark in modern warfare. This branch of the service was the manœuvres and daring operations performed by the aviation corps of the United States Navy.

Panama, Fla., is the operating base of the navy's flying fleet, where the aviation squadrons are schooled and their heavier than air men-of-war put through rigid training. The makers of Axax tires, of Trenton, N. J., point with pride to the large number of army aviators whose machines are equipped with Axax tires.

Among them are Lieut. B. L. Smith of the United States Navy Flying School, Lieut. W. M. McIlwain, Lieut. "Pat" Binger, Ensign Geoffrey de C. Chevalier and Lieut. Jack H. Powers.

New Jeffery Dealers Appointed.

Two additions to the dealers' organization of the Jeffery Company were made during the past week when announcement was made of the appointment of the Frank C. Riggs Company of Portland, Ore., as Jeffery distributors for that State, also of the hand truck outfit at Phoenix, Ariz., McArthur Brothers of Phoenix, Ariz., Arizona. Both have attained success as Packard dealers in their respective territories. Riggs is widely known in the industry, having formerly occupied the position of vice-president and sales manager of the Fisk Rubber Company, later holding the position of sales manager of the Packard truck department. Joseph H. Greenwood, formerly the Hudson distributor in Cleveland, will take on the Jeffery line for northern Ohio.

Bringing Out Truck/Tire.

After a careful testing and arranging of service on hundreds of heavy motor trucks in various parts of the country, the Goodyear Tire & Rubber Company announce their new S. V. tire. It is of the pressed-type, there are no necessary parts in the shape of intermediate bands, keys, side flanges, bolts, etc. The tire by itself is the whole thing. There is no left or right, no front or rear, and no special tire press it can be applied in five or ten minutes. No special equipment is needed outside of the press and pressing rings. Once applied, the tire is in the way of the wheel and it is not possible to have a creeping or wedge ring trouble.

AUTOMOBILE SECURITIES.

Alax-Grieb Rubber Co. com.	100	100
Alax-Grieb Rubber Co. pf.	99	99
Aluminum Castings pf.	99	100
Chalmers Motor Co. com.	97	101
Miller Rubber Co. com.	95	95
Pirestone Tire and Rubber Co. com.	80	81
Pirestone Tire and Rubber Co. pf.	108	110
Garford Co. pf.	75	85
General Motors Co. com.	91	93
B. F. Goodrich Co. com.	24	25
B. F. Goodrich Co. pf.	80	80
Goodrich Rubber Co. com.	118	118
Goodrich Tire and Rubber Co. pf.	97	99
Gray & Davis Inc. pf.	98	103
International Motor Co. com.	9	9
International Motor Co. pf.	9	9
Kelly-Springfield Tire Co. com.	51	58
Kelly-Springfield Tire Co. pf.	70	80
Kelly-Springfield Tire Co. 2d pf.	90	100
Lozier Motor Co. com.	14	14
Lozier Motor Co. pf.	14	14
Maxwell Motor Co. com.	14	14
Maxwell Motor Co. 1st pf.	48	48
Maxwell Motor Co. 2d pf.	138	140
Miller Rubber Co. com.	95	95
Packard Motor Car Co. com.	112	112
Packard Motor Car Co. pf.	97	98
Peerless Motor Car Co. com.	10	17
Peerless Motor Car Co. pf.	9	9
Pope Manufacturing Co. com.	1	1
Pope Manufacturing Co. pf.	1	1
Portage Rubber Co. com.	30	30
Portage Rubber Co. pf.	30	30
Reo Motor Truck Co. com.	13	18
Reo Motor Truck Co. pf.	101	101
Rubber Goods Manufacturing Co. pf.	100	110
Stewart-Warner Speedometer Co. pf.	100	101
Studebaker Corp. com.	31	32
Studebaker Corp. pf.	85	85
U. S. Rubber Co. com.	85	87
U. S. Rubber Co. pf.	87	87
U. S. Rubber Co. 1st pf.	101	101
U. S. Rubber Co. 2d pf.	101	101
U. S. Rubber Co. 3d pf.	101	101
U. S. Rubber Co. 4th pf.	101	101
U. S. Rubber Co. 5th pf.	101	101
U. S. Rubber Co. 6th pf.	101	101
U. S. Rubber Co. 7th pf.	101	101
U. S. Rubber Co. 8th pf.	101	101
U. S. Rubber Co. 9th pf.	101	101
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U. S. Rubber Co. 23rd pf.	101	101
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U. S. Rubber Co. 53rd pf.	101	101
U. S. Rubber Co. 54th pf.	101	101
U. S. Rubber Co. 55th pf.	101	101
U. S. Rubber Co. 56th pf.	101	101
U. S. Rubber Co. 57th pf.	101	101
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U. S. Rubber Co. 93rd pf.	101	101
U. S. Rubber Co. 94th pf.	101	101
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U. S. Rubber Co. 97th pf.	101	101
U. S. Rubber Co. 98th pf.	101	101
U. S. Rubber Co. 99th pf.	101	101
U. S. Rubber Co. 100th pf.	101	101

TRAFFIC IDEAS HELP
TO MAKE TRUCKS PAY

Successful Delivery System
Needs Close Study of Traf-
fic Conditions.

Lack of knowledge of traffic conditions, combined with a lack of system in delivery service, will do much to increase the unprofitable overhead expense of mercantile concerns, according to John N. Willys, builder of the Garford and Willys-Utility trucks. Mr. Willys's organization has made an exhaustive study of traffic problems, both in this country and abroad, and he speaks with the certainty given by the information acquired through thorough and continuous investigation.

"It has often been stated that the motor truck is the final answer to all delivery problems," says Mr. Willys. "It has done much to solve the difficulty, that is true. The advantages of motor transportation, however, are not always fully appreciated. The motor truck is not the whole solution by any means.

Each city furnishes an individual traffic problem of its own. The proposition facing the truck operator is never the same in any two localities. The business man who conducts a successful delivery system must be a close student of traffic conditions in his territory. By a successful delivery system, I mean one that puts a balance on the profit side of the ledger and that pays for itself in direct results.

"Many of the progressive business houses to-day employ traffic experts as heads of their delivery departments. Merchants have begun to realize that a competent manager for their delivery department is as necessary as a skilled head of any other important end of the business. The investments in delivery equipment and their maintenance run into such tremendous figures that when this money is not protected by careful, businesslike methods there is a heavy loss.

"I have seen merchants in our big cities using a light delivery wagon when they really needed was a two-ton truck, and vice versa. Yet these same men would consider it an insult if you told them that they were not careful managers. Nevertheless, if they had used such lax methods in running their business, they would never have attained success.

"One of the reasons why I have undertaken to build motor trucks from a three-quarter ton Willys-Utility to a six-ton Garford is that I can be in a position to supply the entire range of demand for delivery vehicles. I do not want my salesmen to be handicapped by the knowledge that they have only a limited line from which, as traffic students, they may make recommendations to prospective purchasers.

To sell a customer a truck which does not entirely suit his needs is as much of a reflection on a salesman's ability as not to sell at all. I much prefer losing a sale to selling a vehicle which cannot be used with profit to the purchaser."

ENLARGE OVERLAND PLANT.

More Than a Million Feet of Work-
ing Space to Be Added.

Extensive enlargements now in course of construction at the Willys-Overland Company, Toledo, will make that factory the largest in the world devoted exclusively to the manufacture of automobiles. The enlargements will add more than 1,000,000 feet of available working space to the enormous plant.

When completed the factory will consist of sixty-four buildings, containing an aggregate of more than 1,000,000 feet of space. It will be more than one-fourth again as large as any other motor car factory in the world. A greater amount of space has been rendered necessary to make room for the manufacture of the new Overland six cylinder car which will be ready for delivery to purchasers in the early fall, and by a further increase in production. Since the Toledo factory was purchased, in 1909, by John N. Willys, there has never been a time when less than \$500,000 worth of construction was in progress.

1915 LEXINGTON ARRIVES.

Completes Strenuous Trip From
Factory in Good Condition.

After a strenuous road test a 1915 Lexington light six car has arrived at the salesrooms of Partridge, Clark & Kerrigan, who handle the Lexington line here. After having endured an exceptionally hard road test, the car is in excellent condition. Chief Engineer J. C. Moore of the Lexington-Howard Company, accompanied by A. A. Woodruff, sales manager, determined to give the car a most severe road test.

Leaving the factory at Connersville, Ind., a week ago they drove the car to Columbus, Cleveland, Pittsburgh, Buffalo and thence to New York. Numerous side trips were made to find steep hills and rough roads just for the sake of additional tests. As a rule tourists seek the best of roads; the Lexington passengers on the contrary tried to locate the worst, and they did. Despite the rough roads and the Catskill Mountains encountered, the car came through in splendid shape with little gasoline consumption.

The new car has a 3-1/2 inch Continental motor, 128 inch wheel base and all the latest equipment. Its greatest feature is the Moore multiple exhaust system, which gives the motor 22.8 per cent greater power and allows 35 per cent lean